



CDSS

WILL LIGHTBOURNE
DIRECTOR

STATE OF CALIFORNIA—HEALTH AND HUMAN SERVICES AGENCY
DEPARTMENT OF SOCIAL SERVICES
744 P Street • Sacramento, CA 95814 • www.cdss.ca.gov



EDMUND G. BROWN JR.
GOVERNOR

March 1, 2016

ALL COUNTY INFORMATION NOTICE NO. I-15-16

TO: ALL COUNTY WELFARE DIRECTORS
ALL COUNTY BOARD OF SUPERVISORS
ALL CHILD ABUSE PREVENTION INTERVENTION AND TREATMENT
(CAPIT)/COMMUNITY-BASED CHILD ABUSE PREVENTION
(CBCAP)/PROMOTING SAFE AND STABLE FAMILIES (PSSF)
LIAISONS

SUBJECT: **OPTIONAL 2016 CHILD ABUSE PREVENTION MONTH MEDIA KIT**

April is Child Abuse Prevention (CAP) Month. At a recent gathering of Child Abuse Prevention Councils (CAPCs) and county personnel, many requested the Office of Child Abuse Prevention (OCAP) create materials and provide direction for the CAP Month campaign. To this end, the OCAP is releasing the attached media kit, including a poster, digital banner and proclamation so counties can begin planning CAP Month campaigns and activities. ***Use of this media kit is optional and done at the discretion of the county or CAPC.*** The OCAP is promoting the theme of “Community in Unity” for the 2016 CAP Month campaign. Click the link <http://www.cdss.ca.gov/ocap/PG4741.htm> to access the media kit.

Counties and CAPCs are free to duplicate the poster and display it throughout their communities. Likewise, counties and CAPCs are free to post the digital banner to their social media accounts and county websites during the month of April. In the event that the poster or banner is needed in a different size format, or the county/CAPC would like their logo added to the poster or banner, please contact Karen Skeoch at karen.skeoch@dss.ca.gov.

In March of 2016, the OCAP will be providing marketing suggestions and dates of CAP Month activities.

REASON FOR THIS TRANSMITTAL

- ☐ State Law Change
- ☐ Federal Law or Regulation Change
- ☐ Court Order
- ☐ Clarification Requested by One or More Counties
- ☒ Initiated by CDSS

If you have any questions, please contact your [OCAP program consultant](#) or email: ocap-pnd@dss.ca.gov.

Sincerely,

Original Document Signed By:

KEVIN GAINES, Branch Chief
Child Protection and Family Support Branch

c: CWD